



Baldrige National Quality Program
National Institute of Standards and Technology
Technology Administration
U.S. Department of Commerce
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Gaithersburg, MD 20899-1020

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*Join us for a day of dynamic learning and networking with the
2006 Malcolm Baldrige National Quality Award Recipients*



2007 Baldrige Regional Conferences

September 20, 2007
Cleveland, OH
Cleveland Airport Marriott

October 5, 2007
Seattle, WA
Hilton Seattle Airport Hotel

PREMIER INC. – a healthcare strategic alliance entirely owned by not-for-profit hospitals and health system organizations; owners share needed services and programs aimed at improving clinical quality and cost-effectiveness

MESA PRODUCTS, INC. – a small, privately held business that designs, manufactures, and installs cathodic protection systems which control the corrosion of metal surfaces; this electrochemical corrosion control is applied to underground pipelines and submerged tanks

NORTH MISSISSIPPI MEDICAL CENTER – the largest rural hospital in the United States and Mississippi's largest community-owned hospital; provides a wide array of inpatient, outpatient, and emergency services

Also hear from former Baldrige Award recipients on special topics!

Options Featuring the Ohio Partnership for Excellence's Quest for Success Conference in Cleveland and a Pre-Conference Workshop for Baldrige Beginners in Seattle!

www.baldrige.nist.gov



2007 *Baldrige Regional Conferences*

Welcome to the 2006 Award Recipients



For more than a decade, the Regional Conferences have been a valuable forum for Baldrige Award Recipients to showcase their exceptional performance practices. This year, we welcome representatives of the 2006 Award recipients: Premier Inc. (service); MESA Products, Inc. (small business); and North Mississippi Medical Center (health care). In addition, the conferences also will feature former Award recipients from every sector.

Whether your organization is large or small; involved in service or manufacturing, health care or education, or is a nonprofit; housed in one location or multiple sites around the globe; you can benefit from the knowledge and experience of the Baldrige Award recipients. Please join us at the 2007 Regional Conferences in Cleveland and Seattle.

About the Baldrige Regional Conferences

The 2007 Baldrige Regional Conferences will provide an in-depth opportunity to learn about the best practices and results of both the 2006 Baldrige Award recipients and former Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, and former Award recipients will address other special topics of interest. The conferences will feature a combination of plenary, concurrent, and town hall presentations that provide a dynamic and interactive environment where you can maximize your learning and networking.

Who Should Attend: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners.

Proceedings: Attendees receive a conference bag containing Award recipient videos, presentation visuals, and other Baldrige materials.

For more information on the Baldrige Regional Conferences and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; e-mail nqp@nist.gov; or visit our Web site at www.baldrige.nist.gov.

Featuring the 2006 recipients of the Malcolm Baldrige National Quality Award

SERVICE

Premier Inc.



Premier Inc is a healthcare strategic alliance entirely owned by not-for-profit hospitals and health system organizations. The 200 owners operate or are affiliated with more than 1,500 hospitals and thousands of non-hospital sites, such as nursing homes and ambulatory centers. Premier has taken a leadership role in promoting best practices in ethical conduct, transparency, and accountability within its industry and created the Healthcare Group Purchasing Industry Initiative to promote and monitor best ethical practices in purchasing.

SMALL BUSINESS

MESA Products, Inc.



MESA Products, Inc. is a small, privately held business that designs, manufactures, and installs cathodic protection systems which control the corrosion of metal surfaces. Products and materials are sold to a variety of contractors, end-users, and resellers across the United States. As it has achieved cycle time and productivity improvements, MESA's sales have increased from less than \$6 million in 1985 to over \$25 million in 2006.

HEALTH CARE

North Mississippi Medical Center



North Mississippi Medical Center (NMMC) serves 24 rural counties. NMMC provides access to an electronic medical record to every care giver throughout its system, providing up to date medical information and helping to reduce medical errors and duplication of effort. Specialists and primary care providers in remote sites can be linked via a state-of-the-art telemedicine system.

PREVIOUS BALDRIGE AWARD RECIPIENTS

We also are delighted to have a number of our previous Baldrige Award recipients from all sectors coming to the Regional Conferences. Among these in the Business sector (Manufacturing/Service) are recipient divisions of The Boeing Company, DynMcDermott Petroleum Operations, and The Ritz-Carlton Hotel Company, LLC. Former recipients participating in the Education sector are the Community Consolidated School District 15, Jenks Public Schools, Kenneth W. Monfort College of Business, Pearl River School District, and Richland College. In addition, recipients in the Health Care sector are Baptist Hospital, Bronson Methodist Hospital, and Robert Wood Johnson University Hospital Hamilton.

Special Features

CLEVELAND

An opportunity to register for the Ohio Partnership for Excellence's Quest for Success 2007 on September 19th!

The *Quest for Success 2007* will feature morning sessions with choices of tracks based upon sectors, afternoon sessions focusing on the Criteria for Performance Excellence directed to three different levels of Criteria experience, and an Awards dinner and ceremony!

The morning sessions will feature Margaret Byrnes, Managing Associate for Quality Education Associates, and Bill Stetler, Superintendent of Lake Local Schools, Uniontown, Ohio in the Education track. They will be joined by Jon Williams, Ohio Department of Education, Robert Barkley Jr., author of *Quality in Education*, and Rusty Clifford, Superintendent of West Carrollton City Schools, in a panel discussion. The Business Track will be highlighted by John Timmerman, Corporate Vice President of Quality and Program Management for The Ritz-Carlton Hotel Company, LLC, and John Lawrence, senior partner with Quantum Performance Group, Inc. Susan Conner from The Gallup Organization and Elizabeth Menzer, Executive Director of the Wisconsin Forward Award will round out the morning Healthcare/Government/Nonprofit Track. Tom Terez, author and advocate for building better workplaces, keynotes the Award Dinner and Ceremony.

See more details at www.partnershipohio.org.

SEATTLE

A Pre-Conference Workshop for Baldrige Beginners

This optional workshop is designed to familiarize people new to the Baldrige Program and the Criteria to maximize their learning at the conference. This workshop provides a hands-on opportunity to learn the basics of the Baldrige Criteria, the benefits of self-assessment, and the resources available to help organizations in their journey to excellence. Please register early to reserve a seat as registration is limited to 60 participants. The workshop is available with or without a Regional Conference registration.

Hotel & Registration Information

HOTEL AND TRAVEL

Cleveland Airport Marriott, Cleveland, OH: Rooms have been reserved at the special conference rate of \$145 (single or double). To receive the conference rate, please reserve by August 27, 2007. To make reservations, call 1-800-228-9290 and reference the Baldrige Regional Conference/Ohio *Quest for Success 2007* group or reserve rooms online at www.baldrige.nist.gov.

Hilton Seattle Airport, Seattle, WA: Rooms have been reserved at the special conference rate of \$199 (single or double). To receive the conference rate, please reserve by September 11, 2007. To make reservations, call 206-244-4800 or 1-800-445-8667 and reference the Baldrige Regional Conference or reserve rooms online at www.baldrige.nist.gov.

CONFERENCE REGISTRATION FEES

CLEVELAND, OH

The Baldrige Regional Conference is being held in conjunction with the Ohio Partnership for Excellence's *Quest for Success 2007* Conference. Attend one or both—for a special discounted price!

Advance registration by August 27, 2007:

Baldrige Regional Conference only- \$445.00 or \$745.00 for BOTH!

See the registration form for Regular and On-site fees. Regular registration fees in effect from August 28 until noon EDT, September 17, 2007. After noon EDT, September 17, on-site rates will be in effect as registration will be completed on site.

SEATTLE, WA

Advance registration by September 11, 2007: \$445.00

See the registration form for Regular and On-site fees. Regular registration fees in effect from September 12 until noon EDT, October 2, 2007. After noon EDT, October 2, on-site rates will be in effect as registration will be completed on site.

FACULTY AND GROUP DISCOUNTS *(On Baldrige Regional Conference Fees only)*

Individuals who have full-time academic employment with a college, university, school district, secondary school, or elementary school are eligible for discounted fees of **\$395.00** (advance) or **\$445.00** (regular). The faculty discounts cannot be combined with the group discounts.

Groups of 5 or more receive a \$50 discount per registrant off the advance or regular registration fee, as appropriate. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 5 employees. Substitutions may be made at any time.

PRE-CONFERENCE WORKSHOP

A Pre-Conference Workshop will be offered at the Seattle conference only.

With a Regional Conference Registration (at the same location) **\$100** (Advance or Regular)

Pre-Conference Workshop Only \$150

PAYMENT INFORMATION

This registration form must be accompanied by payment in full (U.S. currency only), via a major credit card (VISA/MC/AMEX) that will be charged, or a check or money order. Sorry, we cannot accept purchase orders.

- **All checks for the Baldrige Regional Conferences should be made payable to the "MBNQA Foundation."**
- For credit card payments, **"2007 Malcolm Baldrige"** will be listed as the payee on all registrants' credit card statements.
- Those who **register by phone** will be asked to fax a statement to MACC authorizing MACC to charge their named credit card in the amount of their registration fee in order to complete their registration transaction.
- You will receive confirmation of your registration by mail, e-mail, or fax (domestic attendees only). On-line registrants will be sent an automatic acknowledgement of registration by e-mail.
- **Ohio registrants:** Please see special note on the Ohio registration form regarding payment.

CANCELLATION AND SUBSTITUTION POLICY

All requests for cancellation must be made in writing and faxed or mailed to MACC. Registrants whose requests for cancellation are received on or before **August 27, 2007** for the Cleveland, OH conference and **September 12, 2007** for the Seattle, WA conference will receive a full refund. Registrants will incur a \$100.00 processing fee if the requests are received between **August 28 and September 14** for the Cleveland, OH conference and between **September 12 and September 29** for the Seattle, WA conference. No requests for reimbursement for cancellations will be accepted after **September 14, 2007** for the Cleveland, OH conference and **September 29, 2007** for the Seattle, WA conference. Substitutions may be made at any time.

For information on registration contact MACC at 2007 Baldrige Regional Conferences, c/o MACC, Inc., P.O. Box 513, Colmar, PA 18915-0513, phone 215-822-6319, or fax 215-822-3332.

preliminary Conference schedule

Cleveland

SEPTEMBER 19 AND SEPTEMBER 20, 2007: CLEVELAND, OH

Registration Hours: September 19, 8:00 am to 6:30 pm
September 20, 7:00 am to 2:00 pm

Wednesday, September 19, 2007: Ohio Quest for Success 2007

9:00 am - 12:00 pm	Education Track	Business Track	Government/Nonprofit Track	
12:00 - 1:00 pm	Lunch			
1:00 - 4:00 pm	Getting Started	Beyond Bronze	High Performing Organizations	Communicating Quality with Your Constituents
5:30 pm	Networking Reception			
6:30 pm	Award Dinner and Ceremony for 2007 OPE Applicants • Keynote: Tom Terez			

Thursday, September 20, 2007: Baldrige Regional Conference

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:15 am	Opening Plenary Session: <ul style="list-style-type: none">• Welcome and Opening Remarks: Ohio Partnership for Excellence and Baldrige Program• 2006 Award Recipients video• Leadership Presentations: Premier Inc. MESA Products, Inc. North Mississippi Medical Center		
9:15 - 9:30 am	Networking Break		
	Concurrent Sessions		
9:30 - 10:45 am	Strategic Planning & Customer and Market Focus Ritz-Carlton Hotel Company, LLC.	Measurement, Analysis, and Knowledge Management & Process Management North Mississippi Medical Center	Leadership & Faculty and Staff Focus Richland College
11:00 am - 12:15 pm	Measurement, Analysis, and Knowledge Management & Process Management MESA Products, Inc.	Leadership & Staff Focus Bronson Methodist Hospital	Strategic Planning & Focus on Student, Stakeholder, and Market Focus Pearl River School District
12:15 - 1:15 pm	Lunch		
1:15 - 2:30 pm	Leadership & Human Resource Focus Premier Inc.	Strategic Planning & Focus on Patients, Other Customers, and Markets Robert Wood Johnson University Hospital Hamilton	Measurement, Analysis, and Knowledge Management & Process Management Jenks Public Schools
2:45 - 3:45 pm	Spreading Baldrige Through a Large Organization Boeing Recipient Divisions	Using Baldrige to Lead and Take You Beyond Accreditation Bronson Methodist Hospital	Sustaining Excellence Pearl River School District
3:45 - 4:00 pm	Networking Break		
4:00 - 5:00 pm	Business Town Hall <ul style="list-style-type: none">• Boeing Recipient Divisions• MESA Products, Inc.• Premier Inc.• Ritz-Carlton Hotel Company, LLC.	Education and Health Care Town Hall <ul style="list-style-type: none">• Bronson Methodist Hospital• Jenks Public Schools• Pearl River School District• Richland College• Robert Wood Johnson University Hospital Hamilton	

CLEVELAND

Baldrige Regional Conference Cleveland, OH Registration Form

FOUR WAYS TO REGISTER

1. Fill out the registration form and mail to:
2007 Baldrige Regional Conferences • c/o MACC, Inc. • P.O. Box 513 • Colmar, PA 18915-0513
2. Call MACC, Inc. at **215-822-6319** and use your MasterCard, Visa, or American Express.
3. Fax your completed registration form with credit card payment to 2007 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
4. Register online at **www.baldrige.nist.gov**. On-line registration will be open for the Cleveland, OH conference until noon, Eastern Daylight Time (EDT), on September 17.

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____ Organization _____ Title _____
Address _____
City _____ State/Province _____ ZIP/Postal _____ Code Country _____
Phone _____ Fax _____ E-mail _____

Sector (Please indicate the sector to which your organization belongs.)

☐ Manufacturing ☐ Service ☐ Small Business ☐ Education ☐ Health Care ☐ Government ☐ Nonprofit

How did you hear about the 2007 Baldrige Regional Conferences?

☐ Received brochure in the mail ☐ E-mail advertisement ☐ State Quality Program
☐ From a colleague ☐ Baldrige Web site ☐ Other: _____

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular	On-Site***
SPECIAL COMBINATION RATE			
Baldrige Regional and Ohio Quest for Success 2007			
<input type="checkbox"/> Individual	\$745.00	\$795.00	\$845.00
<input type="checkbox"/> Faculty Discount	\$695.00	\$745.00	\$795.00
<input type="checkbox"/> Group Discount**	\$695.00	\$745.00	\$795.00

Baldrige Regional Conference Only

<input type="checkbox"/> Individual	\$445.00	\$495.00	\$545.00
<input type="checkbox"/> Faculty Discount	\$395.00	\$445.00	\$495.00
<input type="checkbox"/> Group Discount**	\$395.00	\$445.00	\$495.00

Ohio Quest for Success 2007 Conference Events Only

<input type="checkbox"/> Full day September 19 (including award dinner)	\$395.00	\$445.00
<input type="checkbox"/> Award Dinner only	\$125.00	\$140.00

*Advance Registration must be submitted by 11:59 PM EDT, August 28 for Cleveland, OH. ** All registrations must be submitted at the same time to receive the group discount.

***On-site rates apply after noon EDT, September 17 as these registrations will have to be completed on-site.

Special Needs (☐ Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable?
Please indicate these special needs on the line below:

Payment Information for Baldrige Regional Conference and Ohio Partnership for Excellence (OPE) Events

Special Note: Two transactions are necessary in order to attend both the Baldrige and OPE events. Please note carefully the following information.

☐ **Check or Money Order** - Separate checks are required for the two Conference sponsoring organizations. Make check payable to "MBNQA Foundation", if attending only the Baldrige Regional Conference. If attending the Ohio events only, make check payable to "OPE".
If you are attending both events, please write two checks. If you are attending both events, you should submit one check made payable to the "MBNQA Foundation" (\$445 advance, \$495 regular and on-site) and one made payable to "OPE" (\$300 advance and regular; \$350 on-site.)

☐ **Credit Card** - If you are attending only the Baldrige Regional Conference, your credit card statement will indicate "2007 Malcolm Baldrige" as the payee. If you are attending only the OPE events, your credit card statement will indicate "Ohio Partnership for Excellence". If you are attending both days, you will see two charge transactions according to the events you request, one to the "2007 Malcolm Baldrige" and one to "Ohio Partnership for Excellence" for the other.

☐ Visa ☐ MasterCard ☐ American Express

Card #: _____ (CID/SVC number*) _____ Expiration Date: _____
Cardholder Name: _____ Signature: _____

* This three- or four-digit number must be provided if you are paying by credit card. For American Express, the number can be found above the embossed account number that appears on your card. For Visa or MasterCard, the number can be found on the signature strip on the back of the card and is the last three printed numbers.

☐ By checking this box I have read and fully understand the conditions of this registration form and applicable registration and cancellation fees. If a credit card number has been provided, I authorize MACC to charge this card for all applicable registration fees. My credit card statement will indicate "2007 Malcolm Baldrige" and/or "Ohio Partnership for Excellence" according to the events I requested.

preliminary Conference schedule

Seattle

OCTOBER 4 AND OCTOBER 5, 2007: SEATTLE, WA

Registration Hours: October 4, 12:00 pm to 4:00 pm

October 5, 7:00 am to 2:00 pm

Thursday, October 4, 2007: Seattle, WA

1:00 - 4:00 pm	Pre-Conference Workshop
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Friday, October 5, 2007: Seattle, WA

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:15 am	Opening Plenary Session: <ul style="list-style-type: none"> • Welcome and Opening Remarks: Washington State Quality Award and Baldrige Program • 2006 Award Recipients video • Leadership Presentations: <ul style="list-style-type: none"> Premier Inc. MESA Products, Inc. North Mississippi Medical Center 		
9:15 - 9:30 am	Networking Break		
	Concurrent Sessions		
9:30 - 10:45 am	Strategic Planning & Customer and Market Focus DynMcDermott Petroleum Operations	Measurement, Analysis, and Knowledge Management & Process Management University of Wisconsin-Stout	Leadership & Staff Focus Baptist Hospital
11:00 am - 12:15 pm	Measurement, Analysis, and Knowledge Management & Process Management Premier Inc.	Leadership & Faculty and Staff Focus School District 15	Strategic Planning & Focus on Patients, Other Customers, and Markets North Mississippi Medical Center
12:15 - 1:15 pm	Lunch		
1:15 - 2:30 pm	Leadership & Human Resource Focus MESA Products, Inc.	Strategic Planning & Student, Stakeholder, and Market Focus Kenneth W. Monfort College of Business	Measurement, Analysis, and Knowledge Management & Process Management North Mississippi Medical Center
2:45 - 3:45 pm	Spreading Baldrige Through a Large Organization Boeing Recipient Divisions	Diversity: Meeting Multiple Expectations Richland College	Using Baldrige to Lead and Take You Beyond Accreditation Bronson Methodist Hospital
3:45 - 4:00 pm	Networking Break		
4:00 - 5:00 pm	Business Town Hall <ul style="list-style-type: none"> • Boeing Recipient Divisions • DynMcDermott Petroleum Operations • MESA Products, Inc. • Premier Inc. 	Education and Health Care Town Hall <ul style="list-style-type: none"> • Baptist Hospital • Bronson Methodist Hospital • Kenneth W. Monfort College of Business • North Mississippi Medical Center • Richland College • School District 15 • University of Wisconsin-Stout 	

SEATTLE

Baldrige Regional Conference Seattle, WA Registration Form

FOUR WAYS TO REGISTER

1. Fill out the registration form and mail to:
2007 Baldrige Regional Conferences • c/o MACC, Inc. • P.O. Box 513 • Colmar, PA 18915-0513
2. Call MACC, Inc. at **215-822-6319** and use your MasterCard, Visa, or American Express.
3. Fax your completed registration form with credit card payment to 2007 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
4. Register online at **www.baldrige.nist.gov**. On-line registration will be open until noon, EDT, October 2 for the Seattle, WA conference.

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
Title _____
Address _____
City _____
State/Province _____ ZIP/Postal Code _____ Country _____
Phone _____ Fax _____
E-mail _____

Sector (Please indicate the sector to which your organization belongs.)

☐ Manufacturing ☐ Service ☐ Small Business ☐ Education ☐ Health Care ☐ Government ☐ Nonprofit

How did you hear about the 2007 Baldrige Regional Conferences?

☐ Received brochure in the mail ☐ E-mail advertisement ☐ State Quality Program
☐ From a colleague ☐ Baldrige Web site ☐ Other: _____

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular	On-Site***
Regional Conference			
<input type="checkbox"/> Individual	\$445.00	\$495.00	\$545.00
<input type="checkbox"/> Faculty Discount	\$395.00	\$445.00	\$495.00
<input type="checkbox"/> Group Discount**	\$395.00	\$445.00	\$495.00
Pre-Conference Workshop (Limit 60 registrants)			
<input type="checkbox"/> Pre-Conference Workshop <u>with</u> conference registration	\$100.00	\$100.00	N/A
<input type="checkbox"/> Pre-Conference Workshop only	\$150.00	\$150.00	N/A

*Advance Registration must be submitted by 11:59 PM EDT, September 11.

** All registrations must be submitted at the same time to receive the group discount.

***On-site rates apply after noon EDT, October 2 as these registrations will have to be completed on-site.

Special Needs (☐ Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable?

Please indicate these special needs in the space below:

Payment Information for Seattle Baldrige Regional Conference

☐ **Check or Money Order** (Make check payable to "MBNQA Foundation").

☐ **Credit Card** - Your Credit Card Statement will list "2007 Malcolm Baldrige" as the Payee.

☐ Visa ☐ MasterCard ☐ American Express

Card #: _____ (CID/SVC number*) _____ Expiration Date: _____

Cardholder Name: _____ Signature: _____

* This three- or four-digit number must be provided if you are paying by credit card. For American Express, the number can be found above the embossed account number that appears on your card. For Visa or MasterCard, the number can be found on the signature strip on the back of the card and is the last three printed numbers.

☐ By checking this box I have read and fully understand the conditions of this registration form and applicable registration and cancellation fees. If a credit card number has been provided, I authorize MACC to charge this card for all applicable registration fees. My credit card statement will indicate "2007 Malcolm Baldrige."